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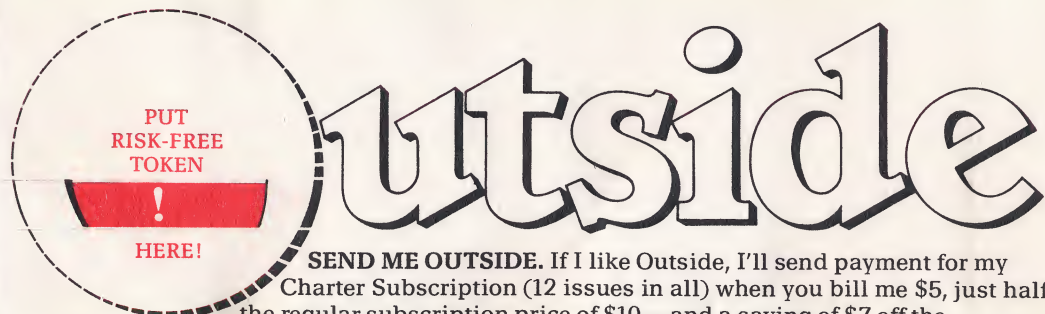
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SEND NO MONEY! Just insert savings token in slots of card and mail immediately, in postage paid envelope provided, to receive the exciting premier issue of Outside. Do it today! **This is your ticket to Outside!**

Discover your **Outside** personality



1 Would I rather read

- ☐ **a** National Geographic
or
☐ **b** The Whole Earth Catalog?

2 Would I prefer to

- ☐ **a** do research for, and make, my own solar heating system
or
☐ **b** design and build a log cabin wilderness hideaway?



3 Would I feel more elated

- ☐ **a** piloting a canoe down the Colorado rapids
or
☐ **b** looking down on the world from the top of Mount Rainier?

4 Would I find it more adventurous to

- ☐ **a** search for Bigfoot in the Northwest forest
or
☐ **b** take a balloon expedition over Pikes Peak?



5 Do I discover more self-gratification by

- ☐ **a** soaking under the night stars in a hot tub with friends
or
☐ **b** cooling off after a hot day on the trail by plunging into an icy mountain stream?



See letter inside for your Outside Personality Score ...

Outside

Magazine

1255 PORTLAND PLACE/BOULDER, COLORADO 80302

*
* Get OUTSIDE now -- for the fun of it! *
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* ever OUTSIDE doesn't deliver the best *
*
* ideas and inspiration to set you free! *
*

Dear Outsider,

Across the country, something new and exciting is stirring. The active people are heading outside!

Who are these doers? For one thing, they're young in spirit. Eager to discover themselves in natural, refreshing ways. More than willing to try the new individual sports. Curious enough to experiment. Ready to invent new styles of living, working, playing.

These folks are devoted to the non-destructive enjoyment of open spaces, weekend camping, family farming, cross-country skiing, rivers, and adventure in the ageless wilderness -- whether the far reaches of Mongolia or just beyond the nearest country road.

Their exuberance, devotion to personal outdoor creativity, and concern for preserving nature's recreational pleasures is what OUTSIDE Magazine is all about.

Is it for you? Here's my promise, on the level ...

OUTSIDE will set you in motion. Opening up the range of activities and ideas that make life outdoors a joy and a profound experience of freedom. Discover the countless ways that outdoor living and playing can change your life, beginning with our very first issue.

"Excited" doesn't begin to say how good I feel about OUTSIDE. That's why I'm inviting you to discover the new OUTSIDE for yourself. You save

50% off the price for a year -- 12 issues in all. And in every breezy, colorful issue you'll enjoy the most personal, literate reporting on outdoor fun today. Sparkling prose by a superstar team of editors, writers, adventurers. Brilliant, breath-stopping photos in full color by Eliot Porter, Lee Friedlander, and Galen Rowell.

In just the first few issues of OUTSIDE, for example, you'll be entertained and informed by such writers as Michael Rogers and Tim Cahill of Rolling Stone fame ... Tom McGuane, novelist (92 in the Shade), screenwriter ("Missouri Breaks"), and director ("Rancho Deluxe") ... noted Rockies mountaineer/author Lito Tejada-Flores ... whitewater expert and river runner Bill McGinnis ... the critically acclaimed novelist and outdoor writer, Jim Harrison ... winter survival specialist Tom DeVries ... David Harris on the politics of conservation ... and Edward Abbey, author of The Monkey Wrench Gang.

You'll find feature articles like Ballooning in the Rockies ... Mule Deer in the High Desert ... Tales of Survival ... Hang-Gliding -- One Step Ahead of the FAA ... Smokey the Cop ... Mexico's Illegal Black Coral ... Backpacking Hawaii: America's Secret Paradise ... and so much more.

OUTSIDE ranges far and wide. Created by the editors of Rolling Stone, OUTSIDE springs from the same kind of intense involvement with an entire generation that has made Rolling Stone the focus of a new sensibility. OUTSIDE keeps you in step with the generation that's creating the games and the styles of the outdoor years ahead.

THE EXCITEMENT OF OUTSIDE AWAITS YOU!

With OUTSIDE, you're more than entertained, more than informed. You learn how to read the weather when you're hiking or picnicking. You discover natural phenomena in clear, crisp articles that go beyond the "guide books" to tell you how nature works and how to discover her subtleties and beauties.

Naturally, OUTSIDE tells you about diverse lands and fascinating locales -- and includes the how-to, when-to, and what-to-bring for maximum enjoyment. Everything from the best mosquito repellent for Alaska to where to use your skis in August. OUTSIDE even helps you meet the people, find the best guides, and gives you maps and directions.

In detail, OUTSIDE keeps you up to date on every activity that promises enjoyment, including ...

- | | | |
|-----------------------|-----------------|----------------------|
| . Backpacking | . Camping | . Mud Bathing |
| . Love in a mummy bag | . Kayaking | . Hot-air ballooning |
| . Photography | . Trout farming | . Orienteering |
| . Cooking out | . Pack Trips | . Astronomy |
| | . Biking | . Zen and flyfishing |

What's more, OUTSIDE digs deep for the know-how, the expert's secret, the evaluations. Our guide for the beginning rock climber will tell you what equipment you'll need and what you won't; where to find schools in your area; how to decide if you want to stay with rock or move over to mountaineering.

And, we'll survey the top climbers for their advice to the novice. When we shop the bargain counter of Army surplus, you're there to spot the best buys -- and learn how to tell counterfeit surplus from the real thing.

HOT TUBS, HEDGEHOGS, AND ARMY ENGINEERS ...

OUTSIDE's regular departments are packed with ideas, practical information, appreciation of the natural world, and a better understanding of the new (and old) alternate solutions.

In Almanac, you get a monthly calendar, long-range weather, hard facts, light entertainment, and delights about natural oddities: Why can't penguins tell each other apart? Is it true that Eskimos are going deaf because of snowmobiles? Why are the rocks rolling in Death Valley?

Natural Acts explores the science of nature in clear language to satisfy your natural curiosity -- and entertain you! Like how hedgehogs keep warm in winter, why butterflies migrate, new ways to deal with troublesome bears, and much, much more.

If you're building a hot tub or making electricity from the wind, Self-Reliance tells and shows how -- with ideas, plans, diagrams, and photos -- so you can do it cheaper and better. Everything from leak-proofing your dome to renovating an old barn.

Even a woodland stroll is better with nourishment along, so Eats tells how to find it on the way or pack it beforehand. Wild snacks, simple meals, emergency rations, trailside banquets -- all get fair treatment, imagination, and spicy writing.

Buying a camp stove? Which sleeping bag is warmer? Read Hardware/Software for reliable reviews on outdoor equipment, books, films, survival schools, catalogues, museums, information services, pack frames, and more.

National Exposure reveals the visual side of nature -- in magnificent color photography by renowned camera people. Pictures are accompanied by the photographer's commentary and technical data to give you a better understanding of how you can do it, too!

Come with OUTSIDE to visit Country Spreads, the wilderness hideaways of both the famous and infamous -- from Canadian cabins to west coast ranches and Rocky Mountain hideaways.

Law of the Land fights environmental abuse of every kind with sharp investigations of both industry and the national bureaucracies, that are supposed to be the "watchdogs" of the wilderness. We tell what's going on, what's being done -- who's responsible.

To produce a totally refreshing OUTSIDE every month, we've brought together the most experienced, talented writers, investigative reporters, artists, and photographers -- a group wholly involved with the outdoors. From cover to cover, OUTSIDE is exciting -- eye-popping graphics, imaginative layouts, easy-to-read typography, pages and pages of unforgettable full-color

photos -- all on fine quality coated stock. In every way, OUTSIDE is a distinctive magazine.

BECOME A CHARTER SUBSCRIBER NOW --SAVE 50%

Just pop the "O" from the enclosed card and insert it in the slots on your ticket to OUTSIDE. Save the stub with your guarantee. Then mail the ticket in the postpaid envelope right away.

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- Full refund guarantee. If ever OUTSIDE doesn't live up to its promise, just cancel and receive a full refund of your entire subscription price!

DON'T SEND PAYMENT NOW. Simply mail your ticket to OUTSIDE today. When you receive the Premier Issue, leaf through it, enjoy it. If for any reason you don't like it, just write "cancel" on the bill and send it back. The Premier Issue is yours to keep just for trying OUTSIDE.

If you DO like OUTSIDE and what it brings you in new ideas, pleasure, and freedom-making possibilities -- and I'm sure you will -- just send in your payment and you're on your way to 11 more issues of excitement. Welcome ... and come on OUTSIDE!

Sincerely,



William R. Hearst III
Managing Editor

Your Personality Score!

If you answered: 1b, 2b, 3a, 4b, and 5a, you are Type I which means you're adventurous, willing to try the new, the difficult, the daring. OUTSIDE has the action you want—exciting articles, new experiences, places to go, news on the latest sports, and more!

If you answered: 1a, 2a, 3b, 4a, and 5b, you are Type II which shows you have a zest for life outdoors and that you like to vary your experiences from the rugged to the sensuous. You enjoy solving problems and get pleasure from working with your hands. OUTSIDE gives you what you want: adventure, langorous relaxation, and plans for fascinating projects.

If you answered: 1a, 2a, 3b, 4a, and 5a—or any combination that is neither I or II above, you are Type III which reveals that you're intensely curious, even eager to experiment with your own style. You'll love OUTSIDE! Its fascinating blend of action, soaking-up-pleasure ideas, in-depth information, and just taking life easy will satisfy your variety of moods.

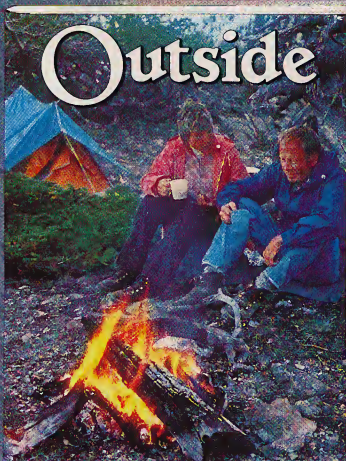
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Outside



Keith Gumar

the magazine
for people who love to play,
work, live in, or just plain enjoy
the great outdoors and are
pledged to preserve it.

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Outdoor



David Summer

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OUTDOOR SENSUALITY



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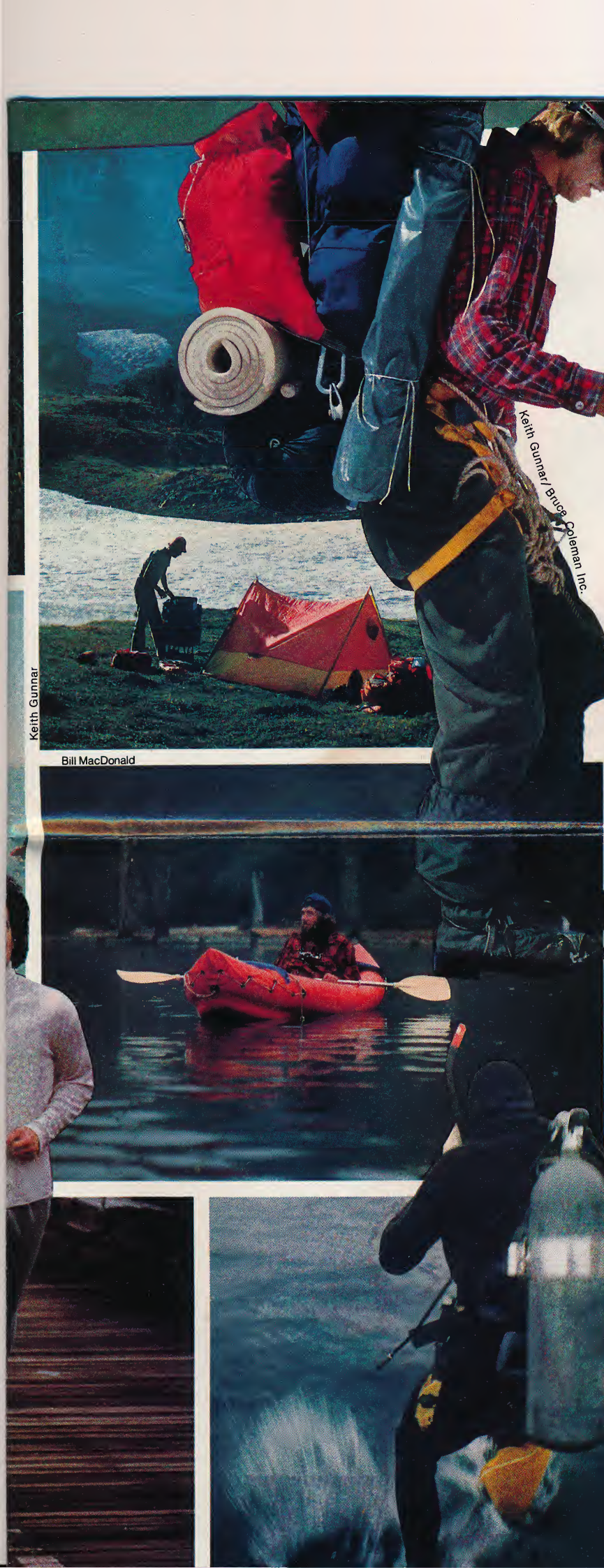
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—Save 50% and enjoy...



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Bob Knickerbocker



purely. Instead, **OUTSIDE**'s goal is serious evaluation, practicality, economy, fun, and consumer awareness. Items will include everything from tents to boots, rucksacks to kayaks. You'll learn how to compare, what the specifications mean, and how to decide if you really need it. Software reveals the outdoor handbooks, guides, funky catalogues, maps, parks, zoos, movies, self-helps; information sources Outsiders need to know about. A totally curious column limited only by the needs and queries of its readers.

Self-Reliance How to live more simply — while living better. This is an idea/help column for people who make, build, or grow their own — whether for personal satisfaction, to get closer to nature, or merely because it's the quickest, cheapest way to do it right! Handwork, handcrafts, housebuilding, installing solar heating, much more. Audience? Anyone from the woodsy self-sufficient types to apartment dwellers experimenting with hydroponics.

Eats An eclectic blend of food ideas — from survival fare to sumptuous picnics in the snow . . . from sniffing out wild foods to backyard barbecue marinades . . . from rainbow trout with a hint of sage you've found yourself to fresh salad made from watercress, chickweed, purselane, and dandelion. Eats is a tempting mix of how-to-do-it, diets, and menus, seasoned with spicy writing appropriate for backpacker and backyarder alike.

National exposure An eye-fulfilling monthly gallery of the best of selected outdoor photographers, amateur and professional. Includes landscapes, wildlife, people, even macrophotography. Photos will be amplified by the photographer's own text, technical data, and inspiration that made the shooting a success.

Law of the land This Washington-based column on legal issues affecting the environment, recreation, conservation, natural resources, and energy is neither a litany of outrages nor a simplistic news survey. Each month we will examine a specific proposal, action, or regional issue in detail, complete with the little-known fact and telling anecdote. Plus information behind the legislation, the court decisions, the personalities, and the power structures that presently control the American environment.

Get Outside
at the inside price!

Save 50% now
on your 12-issue
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Leonard Lee Rue III

Ulvis Alberts

covers the world on foot, by bike, by canoe, by car, by snowshoe as thoroughly — or as entertainingly — as OUTSIDE.

The eating Outside

You can picnic on cold pressed duck and champagne, munch hamburgers 'round a campfire, or pick wild blueberries for breakfast. Whatever fare's your fancy, OUTSIDE will enrich your eating out with imaginative features — from how to find and savor unique wild foods to becoming an outdoor Escoffier.

The equipment Outside

OUTSIDE writers, editors and well known experts will evaluate every type of equipment you might need for fun, safety, or comfort. For example, we will be looking at the newest and best in backpacking gear, hiking boots from a shoemaker's standpoint, the pick of the tents, and the rugged cameras that mountain climbers carry. OUTSIDE will poke into everything — so you know where to get the best buys.

The law Outside

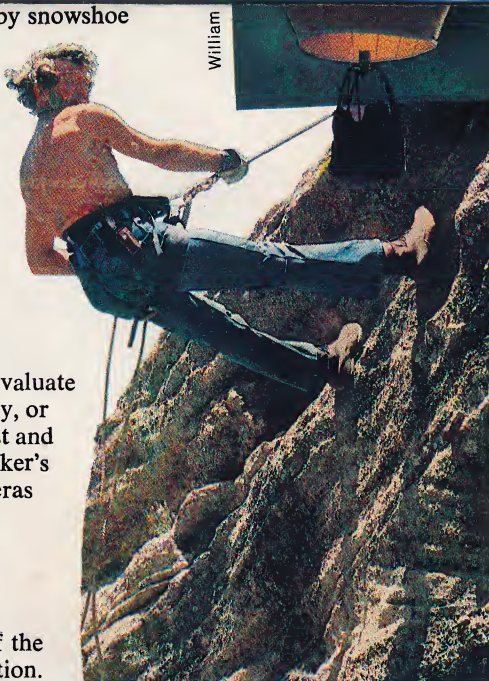
OUTSIDE is dedicated to the wholesome enjoyment of the environment — and deeply committed to its preservation. Each month we bring our independent voice to the evaluation of plans and actions that affect urban, suburban, rural, or wilderness ecology. OUTSIDE is both a forum for discussion and an advocate in the fight to protect natural life. Our beat is the U.S. Department of the Interior, the Army Corps of Engineers, the Federal Energy Administration, the Forest Service, the courts, and any other governmental body that affects the outdoors.

The love Outside

The exuberant return to the outdoor life is a creative act of faith and self-fulfillment among Americans of all ages. Whether your space is city, country, or in between . . . whether you're rugged or idyllic in outlook, OUTSIDE will present you with an abundance of facts and ideas to enhance your life outside. In addition, OUTSIDE will mount expeditions around the world. We'll chart the national park possibilities of public lands north of the Arctic Circle in Alaska, explore untouched whitewater rivers in South America, and scout the Altai Mountains in northwestern Mongolia for trekking potential. We'll inform you about natural phenomena . . . review the materials and equipment that you need for more fun . . . and help you find joy — OUTSIDE!

Everett C. Johnson/Leo de Wys, Inc. ©

William



Leonard Lee Rue III



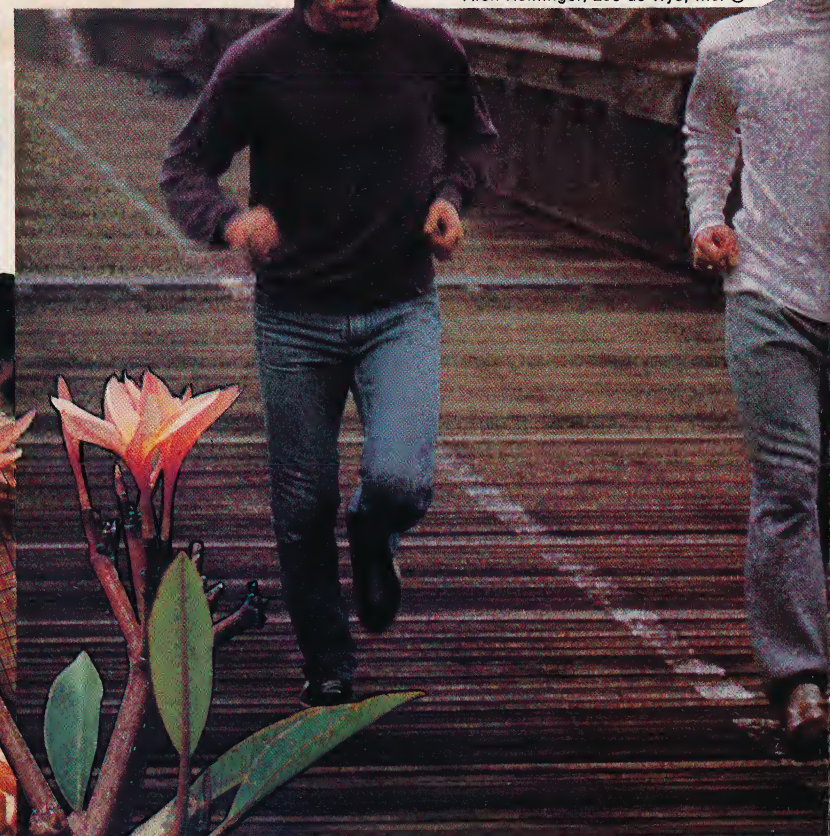
Bill McMillan



Jack Abraham

Alon Reininger/Leo de Wys, Inc. ©

Rocky Weidon/Leo de Wys, Inc. ©



10 ways of looking Outside

The freedom Outside

A new spirit of self-reliance abounds in the land. It grows out of the exhilarating increase of new individual sports, the insights of ecology, and the quest for harmony with living things.

Young and vigorous people in unprecedented numbers are enjoying the world outside. Doing rather than being done unto. Hiking down the paths less traveled. Loving the fact that life outside is fun, uplifting, inspiring, often humorous, never boring, always unconventional.

OUTSIDE magazine springs from this spirit. It is dedicated to furthering your personal search for new energy, peace of mind, and old-fashioned fun.

Every month, OUTSIDE brings you regular coverage of activities such as hang-gliding, river running, cross-country skiing, outdoor picnics, backpacking, mountain climbing, homesteading, vacations, photography, wilderness lore, weekend adventuring, and much, much more.

OUTSIDE is personal, literate, and free-wheeling. The emphasis is on you, your enjoyment, participation, and discovery. OUTSIDE informs. Shows how. Liberates. Tells where. Takes you there. It's all OUTSIDE!

The beauty Outside

OUTSIDE is a visual spectacular of four-color photography printed on fine coated paper — breathtaking pictures by the world's best outdoor photographers. Mountain meadows, churning trout streams, dreamy lowland lakes and timeless deserts will unfold each season as evocative images take you from Mongolia to Monongahela. OUTSIDE, in short, is designed to appeal to the senses — and to the sensuous.

The how-to Outside

OUTSIDE is packed with ideas, instructions, diagrams, plans, and close-up photos you can use all year long to make living and playing outdoors easier. You'll learn how to build your own greenhouse, hot tub, ecologically sensible waterless toilet, simple windmill for cheap power, homes and domes galore, and more.

The excitement Outside

Now a fun-to-read/roll-up-and-take-with-you-magazine follows the life outdoors . . . worldwide. Crisply written articles every month lead you to personal re-creation, adventure, and down-home pleasures in familiar haunts and unexpected places. The excitement is all around — and OUTSIDE is where you'll find it.

The knowledge Outside

Timely articles bring you the latest inside know-how and the best traditional lore — from novel ideas for casual weekend frolics to survival on the wild fringes. Our interest is technique and equipment — demystified, so that even the novice outdoorsman can read, learn, and enjoy. Living and playing outside needn't be just for experts. It's all very natural — and OUTSIDE knows and tells all.

The travel Outside

With writers and editors trekking every place (and with readers telling where they've found nirvana), OUTSIDE is the ideal travel planner and total-trip guide. It brings you the practical facts, easy-to-follow maps, how-to-get-there tips you can't find in books, and the names of the sharpest trail guides. No other magazine



C. Fraser

side

A man with a beard, wearing a red helmet with yellow stripes and a red life vest, is shown from the chest up, leaning forward and holding a wooden paddle. He is in a white raft with the number 37 on its side. The background is a blurred view of a river with white water rapids.

Outside adventures, inside facts

HIKING HAWAII — A savvy look at the most exotic hiking trails in the country and the people who travel them. Plus where to go — and not to go — along with tips on what to carry, and a series of unforgettable photography.

BALLOONING IN THE ROCKIES — A participant-observer looks at this fast-rising sport, including a visit to a Rocky Mountain ballooning ranch and the first-ever attempt at a balloon traverse of Pike's Peak.

ARMY SURPLUS — Our reporter searches for the mythic \$100 jeep and along the way finds big business and a flood of ersatz surplus. Our solution: A buyer's guide, including when and where to shop, and the pick of the mailing lists.

WHITewater — Unusual weather patterns are changing the foamy sport of whitewater rafting: our expert predicts the waters to come, and provides a resources guide for novice and expert alike.

ROCKIES GUIDE — Where Coloradans go in Colorado; a noted mountaineer and long-time resident provides tips on where to hike, camp, fish, and even rent a helicopter for a bit of August skiing.

PALAU/PARADISE LOST? — The story behind the incredibly beautiful Pacific atoll that may soon become a superport for supertankers, along with photos of what's there, and a look at what it might become.

SMOKEY THE COP — A former ranger looks at the hundreds of young innocents who become forest and park rangers — only to discover that their jobs often turn them into modern cops.

AND INSIDE STORIES ON: Orienteering: The new competitive sport that's half a stroll in the woods and half survival training • A visit to the largest freeze-dried food factory in the country • One week at a High Sierra pack station • Pipelines and parklands: a report from Alaska • The ten worst campgrounds in the United States • Hang gliding — one step ahead of the FAA • The New Homesteaders • The Bikecentennial, a year after • The mystique of the bush-pilot • Tales of survival • And much, much more . . .

Plus these regular departments

Almanac The stars and the weather, of course, along with a monthly OUTSIDE calendar. But that's only the beginning, as you read about bird migrations, gardening, natural oddities, hard facts, light entertainment, and more. Poor Richard, move over!

Natural acts Plants, weather, rocks, animals, and any other aspect of the natural sciences that makes for informative, absorbing, entertaining reading. Like how do you avoid snakebite? Was the winter of '76-'77 the first chill sign of the coming mini ice age? Why are the black bears in Yosemite Valley wrecking automobiles? What accounts for the sudden increase in the number of bird watchers in the U.S.? Naturally, Natural Acts is written in clear, sparkling language.

Hardware/Software Reviews and comments on the new, the classic, the useful, and the unusual in equipment and resources. But no new-product

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